

Do you want to participate in the research project:

Match Attendance and “Sportainment”: The Case of Vålerenga Fotball Damer?

Purpose

The purpose of this research project is to throw some light on the possible elements that might impact on stadia attendance of elite female football matches in Norway. Therefore, some questions regarding your personal habits as well as demographics will be asked to understand the reasons why you might want to attend or not to female football matches. Also, your responses will be used only within the scope of my Master thesis in Sports Management program at Molde University College.

Who is responsible for the research project?

This project is developed by the Sport Management department of Molde University College

What does it mean for you to participate?

Your participation is crucial to throw some light on how to attract more people to female football matches at Intility Arena

Is voluntary to participate?

Yes! Your participation is completely voluntary, and you can withdraw from the study at any moment. Also, there will be questions in the questionnaire **regarding your ethnic background, but you can choose not to answer this if you do not want to.**

Your privacy – how we store and use your information

All the information collected from you will be process and stored in a computer with restricted access, belonging to the data controller and process by the project leader as well as the master student responsible for this project.

What happens to your information when we end the research project?

Once the project is finished, all the collected data will be stored in an anonymous form and all personally identifiable information will be removed, re-written or categorized.

Your rights As long as you can be identified in the data, you are entitled to: access to what personal data is registered about you, to correct personal data about you, deleted personal data about you, obtain a copy of your personal data (data portability), and to lodge a complaint with the Data Protection Officer or the Data Protection Authority about the processing of your personal data.

What gives us the right to process personal data about you?

We process information about you based on your consent.

Where can I find out more?

If you have any questions for the study, or would like to take advantage of your rights, please contact: Marete Ludviclesen by email (Merete.Ludviksen@himolde.no) – Molde University College. NSD – Norwegian Centre for Research Data AS, by email (personverntjenester@nsd.no) or phone: 55 58 21 17.

Sincerely

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